

SEP 26 2005

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FAX COVER SHEET

FAX #: (571) 273-8300

TO: Mail Stop Amendment, U.S.P.T.O.
Examiner Raquel Alvarez, T.C./AU: 3622

FROM: X Jeff Proehl Chris Lillo
 Becky Evans

RE: Appln. No. 09/472,666 Filing Date: 12/27/1999
Applicant: Keith C. Thomas

1) Amendment of 13 pages

Total Number of Pages (Including cover sheet): 14 (Please call us as soon as possible if you do not receive all pages).

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SEP 26 2005

Appl. No. 09/472,666

Reply to: Office Action of June 24, 2005

Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

Attorney's Docket No. 25-0030

Client's Docket No. P1948US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: KEITH C. THOMAS

Serial No.: 09/472,666

Filed: December 27, 1999

Title: METHOD AND MEDIA FOR VIRTUAL
PRODUCT PLACEMENT

Art Unit: 3622

Examiner: Melanie A. Kemper

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

RESPONSE

Sir:

In response to the Office Action mailed June 24, 2005,
applicant hereby requests the entry of the following amendment to
the application:

Amendments to the Specification: None.

Amendments to the Claims are reflected in the listing of claims
which begins on page 2 of this paper

Amendments to the Drawings: None.

Remarks/Arguments begin on page 12 of this paper.